Astral Brand Guidelines

LAST UPDATED: March 2011

Introduction by Ian Greenberg

To all of our employees, customers and partners, as well as our millions of listeners and viewers throughout the country, the Astral brand represents the innovation, the creativity and dynamism of Canada's most attractive media properties.

Our solid reputation, built over our company's fifty-year history, is today upheld by the talent and dedication of our 2800 employees. These strengths and the shared values of passion, performance, collaboration, integrity and imagination that drive us are embodied in our new Astral brand image.

I encourage you to pay particular attention to our brand identity guide and to rigorously apply it in all communications. We were careful to ensure that it would co-exist happily with our property brands and integrate well with each of our platforms, while keeping in mind our future growth.

Regards,

Ian Greenberg

President and Chief Executive Officer

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The Astral brand guidelines: What it is and how to use it

1.1 The Astral brand guidelines: What is it?

1.2 The Astral brand guidelines: How to use it.

1.3 What does the review and approval process do?

1.1 The Astral brand guidelines: What is it?

It declares the strategies and objectives of the brand.

It recognizes that every type of communication we engage in defines the brand.

It pulls together disparate executions into one resource.

It provides tools – and sometimes rules – so that we can all express the brand appropriately.

It explains the systems of branding.

It builds consistent implementation.

It is a critical part of the brand ownership and stewardship process.

1.2 The Astral brand guidelines How to use it.

Who should use these brand guidelines?

Any one of us at Astral who is creating communication about our company and the products and services we offer.

How do I find the rules that relate to my situation?

For starters, read Section 2 which sets the context for our brand identity and lays out the essential components to follow when building the brand into any communications. These are the basic brand design rules with which we should all be familiar.

Whether you work in a business unit, at a fully-owned or co-owned property or in a corporate function, these brand guidelines are set up to anticipate the most common cases where the Astral brand is shown. Guidelines are divided into sections determined by which user (you) is speaking to which audience about what aspect of the Astral offering.

In any case where you feel you need further guidance or clarification, please contact:

Véronique Desroches

Senior Advisor, Brand Management and Corporate Marketing 514 939-5001 ext. 3031 vdesroches@astral.com

1.3 The approval process



The earlier we can see your material, the better. Although this new brand image was launched a number of months ago, and you are already more familiar with the guidelines, remember that we must still approve the materials you produce.



Do not submit your communications pieces on the same day as they are supposed to be delivered.

Through our brand image, efforts continue to work better as "**one company**" and to develop a more integrated approach in marketing the Astral brand to clients and consumers alike. The idea is simply to share, as this will allow us to coordinate initiatives and maximize our overall impact in the market.

In order to achieve this objective, and as it is already the case, it is imperative that all trade and consumer communications continue to be seen by Corporate Marketing prior to going into market. The earlier we can see your material, the better. Although this new brand image was launched a number of months ago, and you are already more familiar with the guidelines, remember that we must still approve the materials you produce.

Please share communication pieces at the mock up stage.

Along with **the material** in question, the following information should be included:

- Material deadline
- · In market date
- Name of the media property where communication will appear

Please resubmit the final version of your communication pieces

Corporate Marketing will provide feedback within 24 hours of reception, at both stages of the process.

Contact: Véronique Desroches

Senior Advisor, Brand Management and Corporate Marketing 514 939-5001 ext. 3031 vdesroches@astral.com

We are available to help with any questions you may have as you work with these guidelines. If you are creating trade or consumer communications that are not specifically addressed in these guidelines, please contact us. We'll help you determine the best approach to Astral branding for your situation.

Meet the Astral Brand

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2.1 Our brand essence

Astral's rigor and discipline enables a unique, human culture of passion and imagination that allows us to bring intelligent, creative offerings to advertisers and consumers.

2.2 Our core values

Astral brings together people with passion to perform, as one team, with integrity and imagination.

Our Values express who we are, what we stand for.

Passion

At Astral, we are passionate about a job well done. And it is our passion, dedication, care and commitment that give our Company the competitive edge we need to win.

Performance

We go to great lengths to ensure the best quality for our advertisers and consumers, and solid value for our shareholders. This pursuit of performance is part of who we are; we stake our reputation on it. Our knowledge and creativity drive our results. There is no place for mediocrity in anything we do.

Collaboration/One team

Each employee works towards the success of the Company as a whole. Every Astral client is a client to each one of us. Every Astral employee is a partner to each one of us. It is this kind of collaboration and team spirit that moves us forward. Our performance and success depend as much on unified action as on talents and efforts of any individual person or business unit.

Integrity

Integrity demands transparency, discipline, respect, and high ethical standards at all times and at all levels, whether working with advertisers, customers, partners or colleagues. At Astral our word is our bond.

Imagination

Imagination is at the heart of our business. It is the creativity and vibrancy that allow us to offer us the most innovative and compelling entertainment content to both advertisers and consumers alike. We think, we create, we deliver.

2.3 The objectives of our brand image

Our brand objectives are to better reflect who we are

We value the importance of the strength and rigour that have always been the driving force behind our performance.

Being a progressive organization, we offer Canadian consumers and advertisers an impressive range of media and communication solutions. The enthusiasm and humanity we demonstrate in doing business set us apart. We are dynamic, and bursting with knowledge and imagination.

We are a creative, collaborative and solution-oriented enterprise that is at once disciplined, cheerful and impassioned.

Our branding assumes these new and exciting aspects of our unique culture while respecting the strength of our core competencies.

Strengthen

- Increase prominence of the Astral brand.
- · Create an identity that can live anywhere.
- · Build understanding of Astral and what we provide.
- Clearly identify Astral as the source of property content consumers enjoy.

Unify

• Clearly present Astral as one company with one vision, while celebrating our areas of expertise.

Simplify

- Differentiate branding from 'information'.
- Streamline and de-clutter so that Astral breaks through clearly.
- Seize the opportunity to reduce costs by reducing complexity.



2.4 The logo

Our logo is a symbol that embodies the spirit of our brand. It is an abstraction, not a literal representation. A logo should be memorable. A unique shape and ownable colour palette are critical.

Astral is a vibrant company, full of people with new ideas. This logo illustrates how our collective humanity and energy are harnessed within a disciplined company. It conveys human warmth and motion within a defined structure.

Our Astral logo is a vibrant expression of who we are.

2.5 The master brand architecture:Relationship to business units and mix

Our master brand strategy presents Astral as **one company** with **one vision**. This simplicity and clarity is essential to strengthening the recognition and understanding of Astral everywhere.

We have moved from a collection of sub-brands to a single branding that expresses that Astral is the uncontested leader among Canadian media. For Astral, the whole truly is greater than the sum of its parts.

Our branding treats branding separately from information. As a general rule then, in most types of communications, only the company name is presented in a designed brand logo. This is known as the Astral master brand logo. COMPANY



Master brand logo

BUSINESS UNITS AND MIX





astral





astral



Logo version with business unit name and mix name. Reserved for use in B2B communications only.

DEPARTMENTS, FUNCTIONS, LEGAL ENTITIES

ASTRAL RADIO SALES ASTRAL TELEVISION NETWORKS

LES CHAÎNES TÉLÉ ASTRAL ASTRAL INTEGRATED SOLUTIONS Information treated in content, not logo designs

etc.

PROPERTY BRANDS































alone with Astral endorsement whether fully or co-owned.

Sub-brands stand















etc.

2.5 The master brand architecture: Relationship to business units and mix

The branding communication system we have designed specifically addresses the unique circumstance where our business units are understood as central to the Astral brand identity. In the case of these trade brands, we call out our business unit names within the Astral logo to instantly present the respective area of expertise we are communicating to our trade audience.

Use of the Astral logo with business unit lockup When one of the five business units is advertising itself as a solu

When one of the five business units is advertising itself as a solution and service to the trade, the business unit title is integrated into the master brand logo as follows:

















Further information to describe the particular function or location of the business unit is presented as content within the communication piece. See Section 5.2: Business unit B2B communication for guidelines on the use of these versions of the Astral logo.

For clarity, only the logos shown here are to be used. No other logos are to be created to represent an organizational department or function.

2.5 The master brand architecture:Relationship to property brands – fully owned

Our master brand strategy presents Astral as the source of the property brands that consumers know and love.

By applying Astral branding to all property brand consumer communications, we seize a tremendous opportunity to establish Astral as THE source of entertainment content in consumers' minds.

For fully owned property brands, we have created a short copy line – 'part of the Astral family' and in French, 'membre de la famille' – to accomplish two objectives in explaining the relationship (for full details regarding use of the relationship line lockup, see section 6.1):



See Section 6.1 and 6.2 for guidelines and application when property brands create B2C communications

- 1. We want consumers to understand that we play a real and personal role in delivering this content. The language we use conveys the **warmth** and **humanity** with which we operate.
- 2. And we want to do a little bit more than declare our ownership. We hint that there's more from Astral that you may also enjoy, which helps build an understanding of Astral as THE source for all kinds of entertainment content the consumer may seek.

2.5 The master brand architecture:Relationship to property brands – co-owned

For co-owned property brands we created a copy line which adds humanity to our legal arrangement with partners. We convey the collaborative way in which we work. We use language that feels accessible and personal, not too official.

When co-owned property brands advertise

The property brand is dominant.

The purpose of these communications is to build viewers and listeners.

The Astral master brand acts as an endorser.

A short copy line explains the relationship between the two brands:

Co-owned property brands are identified as follows: "Co-owners".

In French, co-owned property brands are identified as follows "Copropriété".

English

Co-owners





French

Copropriété





2.6 The logo in depth: Design specifications of the logo and its components

All Astral logos have been created with usability in mind. Each logo is built around a single unit of proportion (X). In all logos, X can be determined by the height of the lowercase 'a' in the Astral wordmark. This measurement is the basis for each logo's structure and is used to determine clear space around the logo and its placement within layouts.

In addition to Pantone and Process colour logos, each Astral logo is available in black and white 1-colour (1C) versions. These 1C versions should only be used when absolutely necessary, such as when creating 1-colour signage, limited colour newspaper advertising, or 1-colour screen printed promotional pieces. Whenever possible the full colour logo should be used.

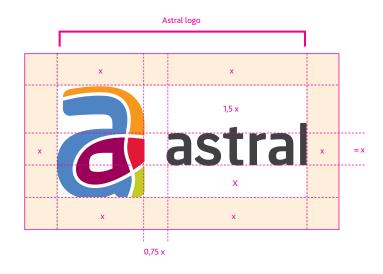
The absolute minimum size that the master brand logo should appear is 17mm in total width.

This horizontal logo design is the primary master brand logo. As such, it is to be used in all possible situations.

In exceptional cases, especially compact scenarios, a high visibility version of the logo may be preferred. Please see section 2.9 for guidelines and specifications related to the use of this vertical version.

All Astral logos are custom created pieces of artwork and should not be modified. The 'a' symbol and 'astral' wordmark should never be separated or used alone. All logos have been designed to be used as shown in this guideline.

Note: When a monochrome version of the logo is used, the line in the logo is transparent and takes on the colour of the background on which it appears.



Minimum size

1 colour black logo

astral

17 mm (0,67")





2.7 Relationship line lockup

A version of the Astral logo has been designed for use when property brands communicate to consumers.

The Astral logo always appears with a copy line to explain the relationship of Astral to the property brand. See Section 2.5: The master brand architecture and Section 6.1: Astral property brands communicating B2C for specific guidelines on the use of Astral logo with relationship lines.

English



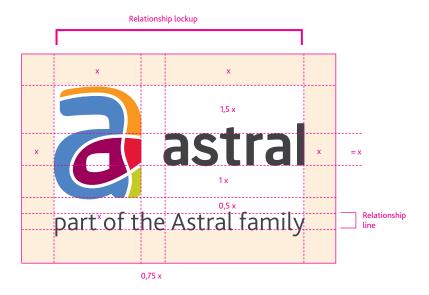
part of the Astral family

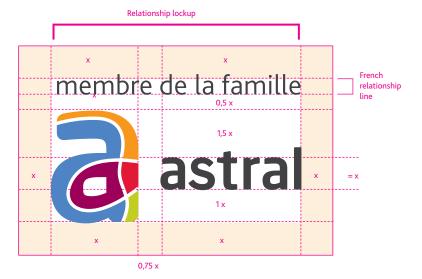
French

membre de la famille



The French relationship line lockup also has a plural form ("membres de la famille Astral"). See section 6.1 for full details regarding use of the relationship line lockup.

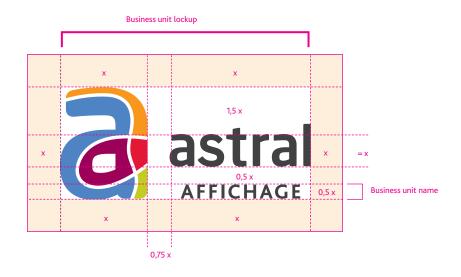




2.8 Alternate logos: Business unit lockup

A series of Astral logo versions have been designed to integrate the five business unit titles. See Section 2.5: The master brand architecture and Section 5.2: Astral business units communicating B2B for specific guidelines on the use of these Astral logo versions.

The business unit name always appears centered underneath the Astral wordmark, and does not exceed the width of the Astral wordmark. All logos will be managed and distributed by Corporate Marketing.





















Minimum size



17 mm (0,67")





Reverse logo



Reverse logo on coloured background



Can I create a logo like this for my department?

2.9 Alternate logos:Compact master brand logo

The Astral logo is created in special versions for use in small formats to ensure maximum legibility of the wordmark and visibility of the Astral symbol. Where the logo is being communicated in small and constricted spaces, the compact logo shall be used. Full colour and 1-colour versions of the logo are available.

Note: The horizontal logo design is the primary master brand logo. As such, it should be used in all possible situations.

Horizontal compact logo uses less vertical space and is ideal for narrow horizontal spaces.



Minimum size astral

17 mm (0,67")

1 colour black logo



Reverse logo



Reverse logo on coloured background



When should I consider using the compact logo?

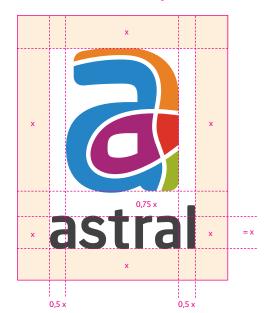
- Online banner ac
- Narrow horizontal applications
- Part of a partnership, or when a series of logos is used in sponsorship

See Appendix 1, p. 91 (table

When the compact horizontal version cannot be used, the vertical version should be considered, upon approval only.

There are compact versions of the logos for the business units.

For advice or clarification, email Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or call her at 514 939-5001 ext. 3031. Vertical compact logo is reserved for narrow vertical placements. This allows the Astral wordmark to be larger in these cases.



Minimum size



10 mm (0,39")

1 colour black logo



astral

Reverse logo

Reverse logo on coloured background







The 'a' symbol and 'astral' wordmark should never be separated or used alone.



The Astral logo no longer exists with the word 'media' or tag.





The colour logo should never be shown on a coloured background.



The logo no longer exists with 'Entertainment for your World' tagline.





Astral logos (any version) should never be used vertically (head down or up).

You'd like to use the "a" symbol in a creative manner? CAREFUL!

Call us first! Contact Véronique Desroches –
Senior Advisor, Brand Management and Corporate
Marketing to review your idea and these guidelines
at vdesroches@astral.com or at 514 939-5001 ext. 3031

2.10 • Avoiding common mistakes



The logo is not shown with any copy line other than 'part of the Astral family' or 'Brought to you by'.









The white line forming part of the "a" symbol must not be deleted or modified.









When using the monochrome logo, the lines of the "a" symbol must not be in a different colour from the background.

The logo cannot be reshaped or recoloured.

You'd like to use the "a" symbol in a creative manner? CAREFUL!

Call us first! Contact Véronique Desroches –
Senior Advisor, Brand Management and Corporate
Marketing to review your idea and these guidelines
at vdesroches@astral.com or at 514 939-5001 ext. 303

2.10 • Avoiding common mistakes



Please note that the icons can still be used (as a whole or individually), but not with any of the Astral logos.



Please note that the different areas of activities of Astral can still be used, but not with any of the Astral logos.

You'd like to use the "a" symbol in a creative manner? CAREFUL!

Call us first! Contact Véronique Desroches –
Senior Advisor, Brand Management and Corporate
Marketing to review your idea and these guidelines
at vdesroches@astral.com or at 514 939-5001 ext. 303

2.11 Brand colours

The Astral brand colour palette is as much a part of our identity as our logo. The colours have been chosen to reflect the vibrant diversity that makes the Astral brand so special. These colours should be used across all brand touch points to enhance the visual integration of all our communications.

Note: CMYK values are not direct conversions from the PMS colours. Please use the CMYK values listed below.



2.11 Brand colours— special applications

In certain special cases, such as signage or prestige applications, the logo may be printed in Pantone® 877, etched in aluminum, stainless steel or glass.

For prestige applications, silver foil stamping and blind embossing may also be used.

PANTONE 877C









For advice or clarification on any point whatsoever, contact:

Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing to review your idea and these guidelines at vdesroches@astral.com or at 514 939-5001 ext. 3031

2.12 Brand typography

For designed, branded communications

All designed communication pieces, done internally or externally, should use the Bliss 2 font family, such as Astral corporate advertising, brochures, business cards, websites, press kits, PowerPoint presentations, videos, etc.

Four examples of the Bliss 2 font are shown here. The typeface is available in a wide variety of styles and weights allowing for plenty of design flexibility.

When you write the word astral in text, it should read "Astral".

The typeface can be purchased at: www.typography.net/type/bliss#

If you do not have or cannot obtain this font, Verdana may be used (Verdana is available in Microsoft applications).

For everyday office communications

For everyday casual communication such as emails and memos, the system font Verdana is used.

Verdana is available pre-loaded on PC and Mac computers and has been specifically designed for high legibility both on-screen and in print.

You can simply select this font when using typical office software such as Word.

For PowerPoint presentations created by Astral employees, the font Verdana can be used.

When you write the word astral in text, it should read "Astral".

MAIN TYPOGRAPHY

BLISS 2 ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BLISS 2 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BLISS 2 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

BLISS 2 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

SECONDARY TYPOGRAPHY

VERDANA Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Astral business communications

- 3.1 Business cards
- 3.2 Letterhead
- 3.3 Memo
- 3.4 Fax cover page
- 3.5 Envelopes
- 3.6 Stationery production information
- 3.7 Email signature
- 3.8 Telephone greeting
- 3.9 On-screen presentations
- 3.10 Exterior signage Interior signage
- 3.11 Astral corporate websites (astral.com and AstralNet) Employee bulletin

Branding our business communications with the Astral logo establishes that they originate from one company and that the author is part of the Astral team.

By standardizing the design of frequently used business communications, we can ensure consistent expression of the brand by all of us in our day-to-day interactions with members of the media, visitors, employees and other stakeholders.

You will see that Astral is always communicated as the priority brand in the templated, fixed components of these standardized designs.

Property brand(s) logos, when applicable, may be included to illustrate the phenomenal quality and range of content and media solutions we offer. In these cases, property brand logos will be treated with lesser prominence according to the design rules provided.

You will also see that employee titles are conveyed in the information component of these communication pieces, separate and apart from the Astral logo. The five versions of the Astral logo integrating the business unit names are not used in business communications.

3.1 Business cards

Business cards are a critical business communication tool. They provide a formal introduction of who we are and what we do. And they provide comprehensive contact information. Business cards are designed to systematically distinguish between 'branding' and 'information'.

Branding:

Astral is the dominant brand displayed on all business cards. Only the master brand logo is used here.

Information:

The information component of the business card contains the following elements:

Employee name Title Business unit or division name (if applicable)	Bliss 2 <i>Bold</i> , PMS 228, 8pt, all caps Bliss 2 <i>Light</i> , 80 % black, 8pt Bliss 2 <i>Bold</i> , 80 % black, 8pt
Street address Telephone and fax Email address	Bliss 2 <i>Light</i> , 80 % black, 8pt Bliss 2 <i>Light</i> , 80 % black, 8pt Bliss 2 <i>Light</i> , 80 % black, 8pt
Astral URL (Business unit URL shown as astral.com/businessunit, if applicable)	Bliss 2 Bold, 80 % black, 8pt
Property logos	The longest side of property brand logos

What is not on business cards:

No other information such as photos, slogans or awards is communicated.

Alternate versions of the Astral logo containing business unit titles (ie. television, radio, out of home, mix, and interactive) should never be used.

should not exceed 10mm

Please see the next page for examples of business card information structure in four typical cases:

- Corporate employee with no property brand affiliation (bilingual)
- Employee with 2, 3 and 6 property brand affiliations

Card back Astral corporate business card 6 mm (0,24") 24 mm (0,94")Logo area Information **IEAN SMITH** Title Business unit or division 2100, Any Street Montréal, QC H3H 2T3 52,9 mm (2,08")Tel (012) 345-6789 Fax (012) 345-6789 ismith@astral.com astral.com 6 mm (0,24") 6 mm 6 mm 38.8 mm (1,52") (0,24")(0,24")

TOTAL SIZE 50.8 mm x 88.9 mm (2" x 3,5")

3.1 Business cards



JEAN SMITH

Title English Title French

Business unit or division

2100, Any Street Montréal, QC H3H 2T3 Tel (012) 345-6789 Fax (012) 345-6789 jsmith@astral.com astral.com



Astral employee bilingual card

When using one property logo, it should be left aligned with the Astral master brand logo.



Employee with 2 property brand affiliations

The longest side of property brand logos should not exceed 10mm.



Employee with 3 property brand affiliations

The longest side of property brand logos should not exceed 10mm.



Employee with multiple property brand affiliations

Up to six property brand logos may be displayed in the noted area on the information side of the business card.

The longest side of property brand logos should not exceed 10mm.

A maximum of three logos on the same line.

What do I do if I represent more than 6 property brands?

Contact Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or 514 939-5001, ext. 3031 to solve your business card design issue

3.2 Letterhead

The basic Astral letterhead provides a branded format for a wide variety of needs. A rigid grid structure helps us organize vital information while remaining flexible enough for different types of content requirements.

Information:

The information component of the letterhead contains the following elements:

Business unit or

(if applicable)

Title Street address Telephone and fax Email address Astral URL Logos are displayed in grayscale **Property logos**

Page number

(if applicable)

Legal note

(if applicable)

Note: For letterheads without property logos, simply leave the right side column blank.

Logo used at 44mm wide

When displaying multiple property

logos should be shown in greyscale

25 mm

(0,98")

50 mm (1,98")

Area designated for personalized

contact information

astral

Recipient's name Recipients Title

123 Recipients Address

Verdana Regular, 80 % black, 7pt orem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque suscipit department/division name* sagittis nisi, ut ullamcorper magna mattis vel. Integer augue neque, facilisis SĒRIES ac lobortis sit amet, faucibus vitae orci. Mauris pulvinar, dolor nec ornare scelerisque, turpis tellus malesuada lectus, a elementum urna felis sed ante. Sed dapibus semper consectetur. Mauris ipsum magna, facilisis eget Verdana Regular, 80 % black, 7pt fringilla et, pretium ac sapien. Mauris facilisis consectetur massa, id sagittis Body copy should be nisl fermentum in. Nam ut elit non odio porta luctus. Mauris ultricies feugiat written in Verdana 11 Verdana Regular, 80 % black, 7pt pdio, vitae danibus magna lobortis at. point and aligned left Cras in mauris turpis. Fusce elementum, nisl nec viverra molestie, eros Verdana Regular, 80 % black, 7pt lectus eleifend dolor, ac tincidunt diam eros et nunc. Sed leo elit, dignissim justified. vel sodales quis, vulputate sit amet purus. Duis sagittis diam ultricies liqula Verdana Regular, 80 % black, 7pt malesuada congue. Fusce convallis, sapien vel viverra vestibulum, nisl diam interdum leo, ut pellentesque ante nibh eget sem. Donec non libero odio. Verdana Regular, 80 % black, 7pt Pellentesque libero nibh, tincidunt sodales fermentum vel, accumsan sed nibh. Curabitur vel lorem vitae augue convallis pretium sit amet ullamcorper ante. Pellentesque habitant morbi tristique senectus et netus et malesuada 179 mm fames ac turpis egestas. Nulla eu orci vitae tellus egestas facilisis in vel (7,06")(maximum 80 % black) (if applicable) lectus. In dolor massa, rhoncus vel ultricies ut, imperdiet non mi. Donec non felis sit amet neque faucibus lobortis. Aliquam erat volutpat. Aenean Verdana Regular, 80 % black, 7pt vel molestie sem. Duis interdum ultrices orci at sodales. Nulla a nulla vel leo pharetra viverra Cras adipiscing est ut sapien tincidunt at lacinia purus eleifend. Proin et felis Verdana Regular, 80 % black, 4pt eget urna molestie viverra. Nulla vitae augue libero. Cras sed massa arcu. Aliquam eget sapien et nibh pharetra faucibus at at tellus. Sed interdum lorem in mi gravida tempus vitae ut felis. Vivamus vestibulum pulvinar elit, ©2010 Astral Media Inc. - All rights reserved. 25 mm (0,98")44 mm (1,73") 19 mm 127 mm (5") (0,75") 13 mm 13 mm (0,51") (0,51") TOTAL SIZE 216 mm × 279 mm (8,5"x11") *Please contact the Legal Department for your business unit to confirm the information

that should appear here.

Letterhead – Second Page 3.2

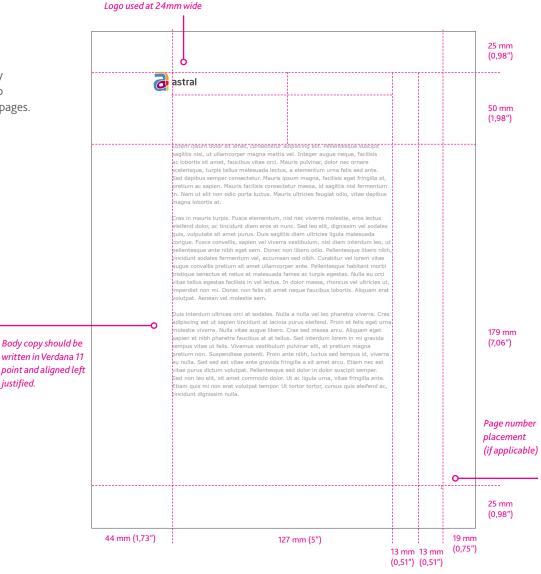
The second page of a letter is formatted in a similar way to the first page. The exceptions are that the Astral master brand logo is slightly smaller and the property logos and the address are not repeated. No property logos should appear on the second pages or any following pages.

Information:

The information component of the letterhead second page contains the following elements:

Page number (if applicable) Verdana Regular, 80% black, 7pt

Note: These guidelines apply for all Astral communications that require a second page, including Memo (Section 3.3) and Fax (Section 3.4).



TOTAL SIZE 216 mm × 279 mm (8,5"x11")

justified.

3.3 Memo

A design template for memos has been created to ensure consistency in how we introduce ourselves in this medium.

The form displays the prominent Astral logo treatment together with the essential information components.

Information:

The information component of the memo contains the following elements:

Business unit or Verdana Regular, 80 % black, 7pt department/division name*

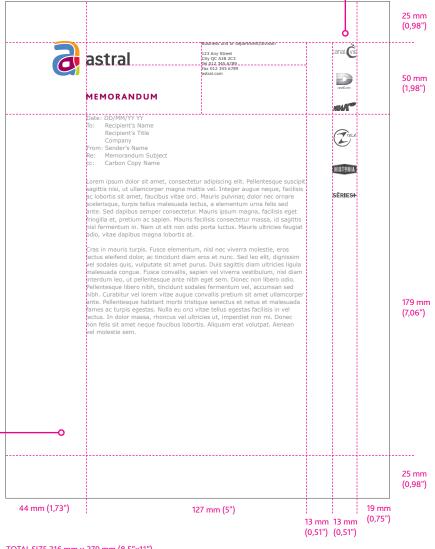
(if applicable)

Title Verdana Regular, 80 % black, 7pt Street address Verdana Regular, 80 % black, 7pt Telephone and fax Verdana Regular, 80 % black, 7pt Astral URL Verdana Regular, 80 % black, 7pt Memorandum heading Verdana Regular, 80 % black, 14pt logos to appear in greyscale at a Property logos maximum of 80% black

Note: For memos without property logos, simply leave the right side column blank.

The second page of a Memo should follow the same guidelines as the second page of Letterhead (Section 3.2)

* Please contact the Legal Department for your business unit to confirm the information that should appear here.



When displaying multiple property logos should be shown in greyscale

Body copy should be written in Verdana 11

point and aligned left

justified.

3.4 Fax cover page

A design template for fax communications has been created to ensure consistency in how we introduce ourselves in this medium.

The form displays the prominent Astral logo treatment together with the essential information components.

Note: For fax cover pages without property logos, simply leave the right side column blank.

The second page of a Fax should follow the same guidelines as the second page of Letterhead (Section 3.2).

				25 mm (0,98")
8	astral FAX	Business unit or department/division 2.23 km/street 2.23 km/street 19 0.12 345 6789 - Pax-0.12 345 6789 - estral.com	anal (vie	50 mm (1,98")
	To:		_	
	Fax #: Date: Mumber Of Pages (Including Cover		SERIES+	
	Notes:		- -	179 mm (7,06")
			- -	
			-	
				25 mm (0,98")
44 mm (1,73")	1	40 mm (5,51")	32 mm (1,26")	

TOTAL SIZE216 mm × 279 mm (8,5"x11")

3.5 Envelopes

A design template for envelopes has been created to ensure consistency in how we introduce ourselves in this medium.

The form displays the prominent Astral logo treatment together with the essential information components.

Information:

The information component of the envelope contains the following elements:

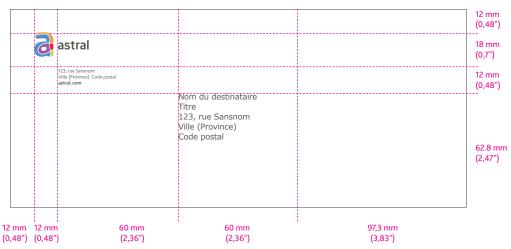
Street address Bliss 2 Light, 80% black, 8pt
Astral URL Bliss 2 Bold, 80% black, 8pt
Property logos (if applicable)

Note: For envelopes without property logos, simply leave the back flap blank.

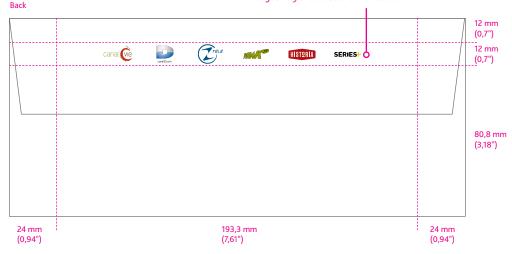
What if I need a different kind of envelope? (ie. manila)

For further information on envelope types, see Section 3.6: Stationery production Information

Number 10 Envelope. TOTAL SIZE 241,3 mm × 104,8 mm (9,5"x4,125")



When displaying multiple property logos they should be shown in colour



3.6 Stationery production information

When creating stationery, please use the following paper stocks for optimal results.

Business cards

Cougar 100 lb cover

Letterhead

Cougar 70 lb text

Envelopes

Cougar #10 square back

Other envelope sizes

Kraft paper

Email signature 3.7

Email communications are perhaps the most frequent form of business communication. And while they are considered less formal than written letters, they must still be professional and consistently branded.

Where employees would like to display a corporate logo image in their signature, only the master brand logo should be used.

The plain-text email signature is required when no logo, graphic or link is added. Only the text will appear. If the logo, a graphic or a link must be added, the rich text email signature is required. See examples.

Email signatures should be created using the font Verdana.

Protection space of the logo

Title (including applicable property) **Business Unit** (if applicable)

Contact Information

Property logos (optional)

Message (optional)

Logo (optional) Width = 3.09cmHeight = 1.4cm In pixels = 88×40

Corporate

Rich text email signature



JOHN SMITH

Vice-President Astral Radio

1717, René-Lévesque Est, bureau 200 Montréal (Québec) H2L 4T9 Tél.: 514 529-3273 Téléc.: 514 529-3264 jsmith@astral.com







Space between text and email and property logos is 2 lines space of 7pt each.

Space between logo and name is 2 line spaces of 7pts each.

Space between name/title and address is one line space of 7pt.

Space between address and property logos is 1 line space of 7pt.

> Space between property logos and corporate message is 2 line spaces of 7pt each.

Astral's National Day of Caring for Kids. Give generously! Radiothon.astral.com

> Space between corporate message and the disclaimer is 6 line spaces of 7pt each.

This e-mail is confidential and is intended for the above-named recipient(s) only. If you are not the intended recipient, please notify us immediately and delete this e-mail from your system without making a copy. Any unauthorized use or disclosure of this e-mail is prohibited.

Ce message est confidentiel et est destiné uniquement aux personnes à qui il a été adressé. Si vous n'en êtes pas le destinataire, veuillez nous prévenir immédiatement, puis supprimer ce message de votre système sans en faire de copie. Toute utilisation ou communication non autorisée du présent message est interdite.

Note: When you use the Reply or Forward function in your email program, the disclaimer and Astral logo automatically disappear. The text of the signature is also left-aligned.

Plain text email signature

JEAN SMITH Vice-President Astral Radio

1717, René-Lévesque Est, bureau 200 Montréal (Québec) H2L 4T9 Tél.: 514 529-3273

Téléc.: 514 529-3264 jsmith@astral.com

Newstalk Radio CJAD 800 AM | Virgin RADIO 96 | CHOM 97.7

Astral's National Day of Caring for Kids. Give generously! Radiothon.astral.com

You would like to change the content of your email signature?

3.7 Email signature

All signatures will present the following information:

Corporate logo (optional)

The addition of the Astral master brand logo is at the discretion of the employee, but if used,

it must include the URL www.astral.com

First name Last name Verdana Bold, colour closest to PMS 228, 7pt, all caps

Title Verdana Regular, 80% black, 7pt **Business unit, division and/or property brand** Verdana Regular, 80% black, 7pt

(if applicable – ex. ATN, ATR, CTA)

AddressVerdana Regular, 80% black, 7ptTelephone numbersVerdana Regular, 80% black, 7ptCell number (if applicable)Verdana Regular, 80% black, 7ptFax numberVerdana Regular, 80% black, 7ptEmail addressVerdana Regular, 80% black, 7pt

Website address can also be included

Property logosThe maximum height and width of the logos is 1.4cm – maximum of 8 logos.

(optional) The addition of property logos is at the discretion of the employee. If you choose to use the

property logos as part of your signature, the Astral master brand logo must also be used.

Corporate/business unit/department message Verdana Regular, colour closest to PMS 228, 8pt

(optional) You have the option of including a corporate message underneath the property logos to

draw special attention to a particular activity or corporate cause. Two lines maximum.

Disclaimer Verdana Regular, 80% black, 6pt

Text-only e-mail signature

Text-only versions of the email signature should follow the same information organization, without the inclusion of the Astral logo or any colour formatting.

You would like to change the content of your email signature?

3.8 Telephone greeting

Voicemails

Astral employees should use a common standard format containing specific required information in their voicemail greetings. These greetings should be recorded in a quiet location, using a warm tone of voice with a script that demonstrates both our company's humanity characteristics and professionalism. Several different messages can be used, depending upon the language in which the employee generally works.

These messages are provided as samples and may be modified to suit the specifics of your job. What is important is that you mention the company name, greet the people trying to reach you in a pleasant manner, and refer to your department and business unit or the products you work for.

Live greeting

The same warmth and professionalism principles apply when answering your line. Try answering with a smile! They'll be able to hear it in your voice on the other end.

Suggested English voicemail script

"Welcome to Astral. You have reached name/ surname (in the 'business unit' department – if applicable). I am unable to answer your call right now. Please leave a message and I will get back to you as soon as I can. If your call is urgent, dial 0 and ask to speak with XX. Thank you, and have a great day."

Suggested French voicemail script

« Bienvenue chez Astral. Vous avez bien joint prénom/nom chez XX (unité d'affaires ou Astral). Il m'est impossible de répondre à votre appel pour le moment. Veuillez me laisser un message et je vous rappellerai le plus tôt possible. En cas d'urgence, faites le 0 et demander de communiquer avec XX. Merci et bonne journée! »

3.9 Presentations

On-screen

A consistent presentation format is essential to representing the Astral brand externally to the public (such as agencies, clients, and BDUs.) You don't have to use a branded template for your internal presentations.

An electronic template is available for PowerPoint which provides the essential branding and layout elements of an Astral presentation.

The cover page presents the Astral logo prominently and property brands can be displayed throughout the PowerPoint document, as you see fit.

Verdana is the font to be used for body text. ExtraLight, Light and Bold versions of this font are useful for headlines and sub-headlines.

Astral corporate presentation

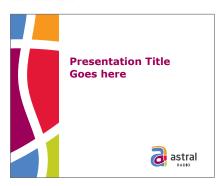


Title page



Slide template

Astral business unit



Title page



Slide template

3.10 Exterior signage

Astral signs serve the practical purpose of identifying company locations and directing employees, customers and other visitors around our sites. They also help reinforce the Astral name and brand, so it's important that Astral signs be both functional and as consistent as possible.

The master brand logo should be used in all situations. Exterior signage should always be in colour when possible and care should be taken to ensure the correct colours are being used (refer to Section 2.11 – Brand Colours).

A 1 colour logo and/or a smaller version of the logo may be used when required. It is also important to source durable materials that will keep the Astral logo looking bright, clean and professional.

Type, size and appearance of signage are often subject to codes, contracts and other rules and agreements. Care should be taken to understand and comply with any such rules when external signs are installed, upgraded or replaced.

In special cases, the logo may have to be modified to ensure legibility. Please check with Corporate Marketing in advance and obtain approval prior to going ahead with production of such layouts.

For advice or clarification on any point whatsoever, **as well as to have your mock ups approved prior to printing,** contact:

Gilbert Dumont

Director, Procurement, Risk and Real Estate Management 514 939-5001 ext. 3047 gdumont@astral.com





3.10 Interior signage

Astral signs serve the practical purpose of identifying company locations and directing employees, customers and other visitors around our sites. They also help reinforce the Astral name and brand, so it's important that Astral signs be both functional and as consistent as possible.

The master brand logo should be used in all situations. Interior signage should always be in colour (on white or silver background) when possible and care should be taken to ensure the correct colours are being used (refer to section 2.11 – Brand colours). Signage should also be placed at eye level.

This horizontal logo design is the primary master brand logo. As such, it is to be used in all possible situations.

In exceptional cases, especially compact scenarios, a high visibility vertical version of the logo may be preferred. Please see section 2.9 for guidelines and specifications related to the use of this vertical version.

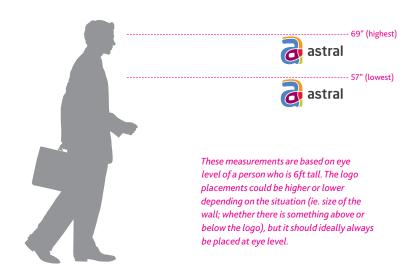
Type, size and appearance of signage are often subject to codes, contracts and other rules and agreements. Care should be taken to understand and comply with any such rules when internal signs are installed, upgraded or replaced.

In any case where you feel you need further guidance or clarification, please contact:

Gilbert Dumont

Director, Procurement, Risk and Real Estate Management 514 939-5001 ext. 3047 gdumont@astral.com





3.11 Astral corporate websites (astral.com and AstralNet)

Our websites are another central tool to connect with current and prospective consumers, employees, advertisers, and members of the media to name a few. This is often the first source various stakeholders investigate to learn about our company, our products and services.

The astral.com website and our intranet will display Astral branding prominently as a permanent element of the global navigation.

Our business units and property brands shall be accessible by intuitive navigation. URL naming conventions and vanity URL redirects support the master brand architecture.





3.11 Employee bulletin

The prominent Astral branding and colour palette of the bulletin reflects the look and feel of our brand identity.



Example of employee bulletin

Astral identification on properties

- 4.1 Astral identification on television
- 4.2 Astral bug on television
- 4.3 Astral identification on radio
- 4.4 Astral branding on property website

Displaying Astral branding on our properties themselves strengthens the impact of our brand.

It clearly establishes Astral as the source of the 'channel' or 'device' that is delivering content to the consumer. For the purpose of this design guideline, properties to be identified are television or radio stations, websites, and OOH installations.

On properties which can accommodate visual branding, wherever possible, the Astral logo will be displayed in a permanent treatment to convey that Astral is the source of this content and/or media solution. Examples of such permanent treatments are TV bug, OOH furniture signage and website global navigation elements.

On properties which can accommodate sound, Astral brand identification is played on a regular and frequent basis to maximize the listener's understanding that Astral is the source of the content they are enjoying.

4.1 Astral on-air identification on television

To associate our Astral master brand with the individual property brand belonging to our business units, Astral's on-air identification is broadcast once an hour on every specialty television channel we fully own and between movies /events on our pay television networks. This ensures that all our media properties communicate their proud affiliation with the Astral master brand in a uniform manner.

The Astral on-air identification is composed of the following:

- The Astral montage/visual and;
- The Astral sting.

The Astral sting exists in many different versions to suit the particular genre and appeal of the network's audience.

Exception for HBO, VCC and OnDemand Networks.

4.2 Astral bug on television

A visual Astral bug will be displayed on the lower right corner of the screen of our fully-owned television properties.

On our specialty television channel, the bug appears for 3 seconds at the beginning of a program and will re-appear after a commercial break.

On our pay television networks, the bug will appear at the beginning of a movie for 5 seconds.

Exception: Due to the nature of Cinépop's network, its logo stays on the entire movie with Astral appearing at the beginning for 5 seconds. Super Écran's logo appears every 30 minutes using a flip with the Astral logo.

4.3 Astral identification on radio

To associate our Astral master brand with the radio station property brand, audio identifications are broadcast once an hour on every station. This ensures all our media properties communicate their proud affiliation with the Astral master brand in a uniform yet colourful manner.

The Astral audio sting is customized to suit the particular genre and appeal to the station's audience.

Astral identification on radio must include:

- The Astral audio sting (these have not changed and continue to be tailored to station format)
- The Astral tagline: "part of the Astral family"
- Station name and qualifier as a family is composed of a variety of personalities (see below for examples)

For example:

"Vous écoutez Radio NRJ, un méchant membre de la famille Astral!"

The ID's copy and final versions must be approved by the Corporate Marketing prior to airing.

Want to personalize your tagline?

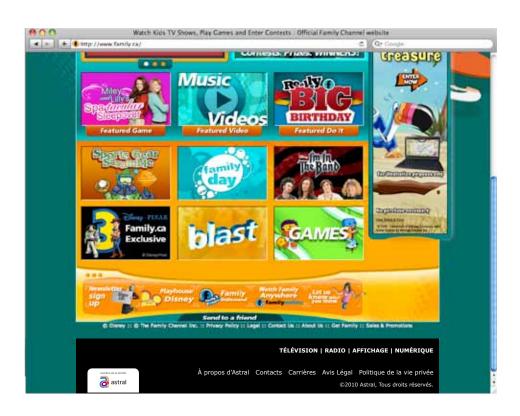
Please contact Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.con or 514 939-5001 ext 3031

[&]quot;Virgin Radio, the hip member of the Astral family"

4.4 Astral branding on property websites

A global footer element is designed to display Astral branding on all property websites.

The Astral logo is shown with the relationship line 'part of the Astral family'.



Example of website footer – websites have the option of using the footer with black, grey or white background.



Creating business to business communication

- 5.1 Protecting the Astral logo
- 5.2 Business unit B2B communication:
 Branding principle
 Standard size applications
 Small size applications
 Narrow horizontal applications
 Very narrow vertical applications
 Business unit online advertising
 Business unit websites and newsletters
- 5.3 Harold Greenberg Fund advertising
- 5.4 Astral corporate B2B advertising:
 Branding principle
 Standard size applications
 Small size applications
 Narrow horizontal applications
 Very narrow vertical applications
 Business unit online advertising
 Astral corporate press release
 Astral corporate promotional items

Our master brand approach clearly communicates Astral as the single brand identity that simply says we are the undisputed leader in Canadian media. And there is no audience more critical to communicate this to than prospective customers, advertisers, and the trade.

Whether B2B advertising comes from our corporate voice or a business unit, we display the Astral brand logo to establish that Astral is the company behind this phenomenal range of content and media solutions and unmatched intelligence and expertise.

We all benefit from contributing to the trade community's understanding of our complete and comprehensive range of solutions.

5.1 Protecting the Astral logo

When using the Astral logo it is vital to ensure it is protected from visual distortion or background colours that may sacrifice its visibility. To help you to do this we have created a background stamp element that is placed behind the logo to ensure its visibility and reproduction.

You'll be happy to see we've removed the dominant black bar in favor of the small white stamp. This should make it easier to work with when producing new creative.

The stamp is only to be used in white. We repeat, the stamp should only ever be used in white. It surrounds the logo with its minimum clearance space (1x all around). The edge of the stamp closest to the page edge should bleed off the page. Extra space can be added to the interior of the stamp to account for margins when required.





Use the stamp to protect the logo from being lost in both bright and pastel coloured backgrounds as well as photography or textures.



The position and size of the logo are the same with or without the stamp.

5.1 Protecting the Astral logo

A minimum protection space is required around the Astral logo and must always be the same, with or without the stamp. The stamp must always be built the same, with the same proportions, whether appearing on a solid-colour background, or with a graphic, motif or noise.

A minimum protection space, equivalent to the width of the Astral logo, must be maintained between the Astral logo and the logo of a property.





The radius of the stamp corners in the guide is 1/8th of the height of the stamp. For a 2" tall stamp the radius is 0.25". On a 4" stamp it would be 0.5" corner radius, and on a 3.5" tall stamp it would be 0.4375" (3.5 divided by 8).

5.1 Protecting the Astral logo

The full colour logo should only appear without the stamp if it is on a white background. Any background or image other than white requires the logo be placed on the protective stamp. As a general rule, whenever the logo is on a background that has more than 10% black tone in it, the protective stamp should be used.

On a full colour communication piece, only the full colour logo is to be used in the stamp.

This is only a simplified rule and does not address photographic distractions, noise, or screened colours so discretion should be used. If you are unsure the logo will reproduce on a seemingly near-white background, it is recommended to err on the side of safety, and use the stamp.

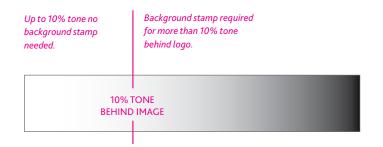
Obviously, on black and white communication pieces the logo can be in black & white.



Example of logo on a coloured background. A stamp is required since the colour and background image reduce the visibility of the logo.



Example of the logo on a near-white background. No stamp is used as the background behind the logo does not contain enough tone or image to decrease visibility.





Example of the logo on a near-white background. No stamp is used as the background behind the logo does not contain enough tone or image to decrease visibility.

5.2 Business unit B2B communication: Branding principle

When one of the five business units is advertising itself as a solution and service to the trade, the business unit title will be integrated into the Astral brand logo to create a specific version of the Astral logo for this explicit use. This alternate version of the Astral logo instantly communicates the specific area of expertise we are promoting to the trade.

For clarity and consistency, you will see that these versions of the Astral logo will follow similar guidelines as the master brand logo. The logo is protected in the same stamp element ensuring required protection zones are respected and visual impact is achieved.

Examples on the following pages show the minimum required application of Astral branding to various forms of B2B advertising. **But this branding principle applies to any B2B communications you develop including press kits, sales folders, and any other sales materials.**

And just a reminder, there are no taglines associated with the alternate logo version for B2B using business unit names.

1. Astral business unit logo

The Astral business unit logo should appear on the bottom right corner of the page. See following pages for placement and sizing details.

2. URL

The URL should be placed separate from the logo on the opposite corner (bottom left) and must always be aligned with the bottom of the "a" symbol. The URL should appear in the brand typeface Bliss 2 and be legible. The font of the URL must be one quarter of the height of the "a" symbol, depending on the application. The same rule applies to the compact logo.



5.2 Business unit B2B communication: Standard size applications

For most standard size applications 15% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should beadjusted accordingly when page margins, live areas or frames require it.

Examples of material

Single page magazine TSA posters

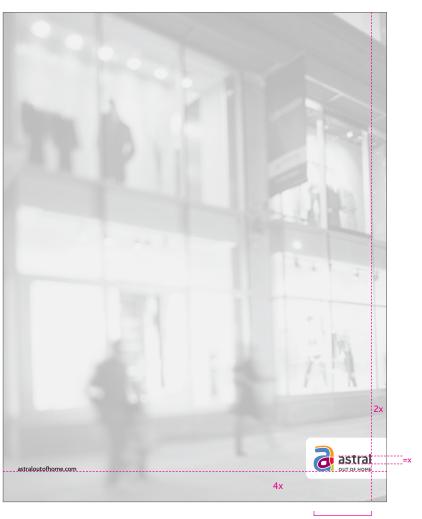
Position Bottom right corner

Minimum size 15% of page width

Minimum clearance 2x right

4x bottom

Required position and minimum page edge clearance



15% OF PAGE WIDTH

5.2 Business unit B2B communication: Small size applications

Small size applications require the logo be slightly larger than standard size applications. For most common vertical small size applications, 20% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

On small size applications, ensure the logo does not appear below the minimum size outlined in Section 2.6 (17mm). If 20% of your page width gives you a logo size that is smaller than minimum please increase the logo size accordingly.

In all cases, contact us to obtain our advice and approval.

Examples of material

Quarter page vertical ads Small newspaper ads

Position Bottom right corner

Minimum size 20% of page width

Minimum clearance 2x right 4x bottom

Required position and minimum page edge clearance



20% OF PAGE WIDTH

5.2 Business unit B2B communication: Narrow horizontal applications

The 15% rule for standard size applications will often cause the logo to be too large on non-standard narrow horizontal layouts. To compromise we suggest 10% of the page width as a starting point for the logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

Use of the compact logo is recommended for this application.

Position Bottom right corner

Minimum size 10% of page width
Minimum clearance 2x right
4x bottom

Required position and minimum page edge clearance



5.2 Business unit B2B communication: Very narrow vertical applications

The 15% rule for standard size applications will often cause the logo to be too small on non-standard very narrow vertical layouts. To compromise we suggest 30% of the page width as a starting point for the logo size. Positioning is the same regardless of whether the protective stamp is used or not.

There is no vertical version of the business unit logo.

Clearance shown around the logo is the recommended minimum and should beadjusted accordingly when page margins, live areas or frames require it.

Position Bottom right corner

Minimum size 30% of page width

Minimum clearance 2x right

4x bottom

Required position and minimum page edge clearance



30% OF PAGE WIDTH

5.2 Business unit B2B communications: Online advertising

When one of the five business units advertise to the trade online, the same minimum design and mechanical principles apply as in the use of the master brand logo.

Use of the compact logo is acceptable for this application.

Examples of material

728x90px Leaderboard 300x250px Big Box ad

Position Bottom right corner

Minimum size 70px wide
Minimum clearance 2x right
2x bottom



728X90PX LEADERBOARD

70px Wide



300X250PX BIG BOX

70px Wide

5.2 Business unit B2B communications: websites and newsletters

Business unit websites and newsletters will be branded with one of the five business unit versions of the Astral logo. This branding will instantly convey to users the particular aspect of Astral's expertise (television, radio, out of home, digital) contained in this environment.

The logo is displayed in the required size and with the defined protection space surrounding it.

Any additional descriptive copy about the business unit, its positioning or capabilities, is to be treated as content on the page.

No tag line or descriptor is to be associated as part of the logo.

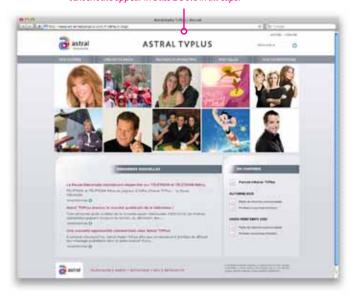
(example: 'Sales Newsletter' from Astral Radio, OR 'TV PLUS' from Astral Television).

A global footer element is being designed, and will replace the existing footer to display Astral branding on B2B websites. This footer will not include the relationship line.



Example of employee bulletin

When creating page titles in graphics, text should appear in Bliss 2 Bold in all caps.



 $\label{prop:equation:continuous} \textit{Example of website footer-websites have the option of using the footer with black, grey or white background.}$



5.3 Harold Greenberg Fund advertising

The Harold Greenberg Fund is strongly branded with the Astral logo. This proudly conveys Astral's commitment to the Canadian television and film industry through the Fund's contribution to the development and production of high-calibre film and television content.

The design principles to follow in displaying this logo are the same as those for business unit versions of the Astral logo. See section 5.2 for detailed guidelines.

For compact usage, for instance when the logo is displayed alongside numerous other sponsor logos, a compact Harold Greenberg Fund logo has been designed.

English



French



Compact logo for use at very small sizes.







Logo placement & size rules for The Harold Greenberg Fund logo are the same as the Astral business unit logos. See section 5.2 for guidelines.

5.4 Astral corporate B2B advertising: Branding principle

Astral corporate advertising to the trade represents the epitome of Astral branding applications.

1. Astral master brand logo

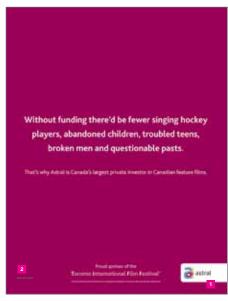
The master brand logo should appear on the bottom right corner of the page. See following pages for placement and sizing details.

2. URL

The astral.com URL should be placed separate from the logo on the opposite corner (bottom left) and must always be aligned with the bottom of the "a" symbol. The URL should appear in the brand typeface Bliss 2 and be legible. The font of the URL must be one quarter of the height of the "a" symbol, depending on the application.

Depending on the design, the URL may also form part of the text.





5.4 Astral corporate B2B advertising: Standard size applications

For most standard size applications 15% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp needs to be used or not.

Clearance shown around the logo is the recommended minimum and should beadjusted accordingly when page margins, live areas or frames require it.

Examples of material

Single page magazine TSA posters

Position Bottom right corner

Minimum size 15% of page width

Minimum clearance 2x right 4x bottom

Required position and minimum page edge clearance



15% OF PAGE WIDTH

5.4 Astral corporate B2B advertising: Small size applications

Small size applications require the logo be slightly larger than standard size applications. For most common vertical small size applications, 20% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

On small size applications, ensure the logo does not appear below the minimum size outlined in Section 2.6 (17mm). If 20% of your page width gives you a logo size that is smaller than minimum please increase the logo size accordingly.

Examples of material

Quarter page vertical ads Small newspaper ads

Position Bottom right corner

Minimum size 20% of page width

Minimum clearance 2x right

4x bottom

Required position and minimum page edge clearance



20% OF PAGE WIDTH

5.4 Astral corporate B2B advertising: Narrow horizontal applications

The 15% rule for standard size applications will often cause the logo to be too large on non-standard narrow horizontal layouts. To compromise we suggest 10% of the page width as a starting point for the logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

Use of the compact logo is recommended for this application.

Examples of material

1/3 page Banners

Position Bottom right corner

Minimum size 10% of page width

Minimum clearance 2x right 4x bottom

Required position and minimum page edge clearance



5.4 Astral corporate B2B advertising: Very narrow vertical applications

The 15% rule for standard size applications will often cause the logo to be too small on non-standard very narrow vertical layouts. To compromise we suggest 30% of the page width as a starting point for the logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

Bottom right corner Position

Minimum size 30% of page width

Minimum clearance 2x right

4x bottom

Required position and minimum page edge clearance



5.4 Astral B2B ads: online advertising

When Astral does online advertising targeting advertisers, the same basic principles regarding the design and mechanics used for the main brand logo apply.

Use of the compact logo is recommended for this application.

Examples of material

728x90px Leaderboard 300x250px Big Box ad

Position Bottom right corner

Minimum size 70px wide
Minimum clearance 2x right
2x bottom

728X90px LEADERBOARD 2x



BUSINESS TO BUSINESS COMMUNICATION

5.4 Astral corporate press release

A standardized format for press releases ensures the Astral brand is identified as the ultimate source of this news content. The design allows for required components and variable information/content to create the press release.

The components of a corporate press release are:

Astral master brand logo

Street address
 Telephone and fax
 Astral URL
 Title
 Verdana Regular, 80% black, 7pt
 Verdana Regular, 80% black, 7pt
 Verdana Bold, PMS 228, 14pt, all caps

City, DateBody copy

Astral boiler plate copy

• -30-

• Media Contact information (Name, phone, email)

The general boilerplate is most often used while the cultural and community versions are recommended for communications related to our role as corporate citizens. You will find the French version of these boilerplates at page 67 of the French version of Astral's Brand Guidelines.

General Astral Boiler Plate Copy

Astral is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life from coast-to-coast by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

In any case where you need further guidance or clarification

Contact Hugues Mousseau, Manager, Internal and Corporate Communications, email hmousseau@astral.com or at 514 939-5001 ext. 3240.

				25 mm (0,98")
9	astral Gazo	Key '96as' C CC ABB XCI 173 146 6789 113 146 6789 8689		50 mm (1,97")
	TITLE OF RELEASE CHT, Month day, year - Loren jesum bole eli anet, consecteur adjacen gellt. In ut nid suspice en more resilts, Pellenteque valuir sid stalls, sed condimentam risus. Sed suscipl neque vital dei vestibulam rhorous. Macensa sed mi sapen, nec placenta et al. Chr. Sa addi suscipl neque vital dei vestibulam rhorous. Macensa sed mi sapen, nec placenta et al. Chr. Sa addi shall, at imperfact doi. Nam id purus sed leo bibehandi radiolus. Donce leo ante, varius ino portitor eu, sociales sed oldo. Curriolur corque quam metus, et condimentum ante. Brachus dignissim. In fringilla purus in ante adjacking allight in ut nid a sugue ornare mattiss. Pellentesque varius nia tellaus, sed condimentum risus. Sed suscipli neque vitae dui versibulum rhorous. Macensa sed mi sajein, ne pelperarel set. Suspendiase potenti. In situation signification de la condimentum risus. Sed suscipli neque vitae dui vitae vitae di pella signification del condimentum ante. Praesent et it rusib, condimentum sed accumian eu, convalla set nic. Phasellus ornare flaucibus digraviuris. Donce sit amer fengiat augue. Sed il dolor mauris. Lorem i pusum dolor sit amer, consectitur adjiscicing lit. In ut nid a sugue ornare matterial surius. Praesent et it rusib, condimentum matter. Praesent et it rusib, condimentum matter. Praesent et it rusib. Sellente surius nida et illus del dolor mauris. Lorem i pusum dolor sit amer, consectitur adjiscicing lit. In ut nid a sugue ornare matter. Sellente surius et illustration and condimentum matter. Praesent et it rusib. Condimentum matter. Praesent et			179 mm (7,05")
				25 mm (0,98")
44 mm (1,73")	140 m	nm (5,51")	32 mm (1,26")	

TOTAL SIZE 216mm × 279mm (8.5"x11")

Cultural contribution version

Astral is one of Canada's leading media companies, active in specialty and pay television, radio, out-of-home advertising and digital media. Since its inception, Astral has invested over \$1.5 billion in the support and development of Canadian culture. Astral's television services and radio stations have a long history of investing in English- and French-language film, television and music content; financing every stage of film production and investing to showcase Canadian musical and emerging talent. Astral prides itself on ensuring critical support for the promotion of Canadian culture from coast-to-coast. To learn more about Astral, visit astral.com.

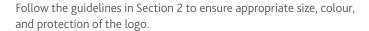
Community version

Astral is a leading Canadian media company, active in pay and specialty television, radio, out-of-home advertising and digital media. With over 2,800 employees and offices in nearly 50 Canadian cities, Astral is proud to play a vital role in the communities where we entertain and inform our audiences and where we work and live. Last year, Astral contributed over \$20 million to more than 370 community and charitable organizations, notably through fundraising, donations and public service announcements on our media platforms. To learn more about Astral, visit astral.com.

5.4 Astral corporate promotional items



Due to the unique nature of each promotional item created, all designs must be approved by Corporate Marketing before orders are placed.



It is not mandatory to use the Astral master brand logo. Refer to section 1.3 for information on the approval process. This process must be undertaken as soon as mock ups are developed, whether for the Astral logo or the logo of your business unit.

The Astral logo mosaic can be used. **Upon approval only.**

For advice or clarification on any point whatsoever, please contact:

Véronique Desroches

Senior Advisor, Brand Management and Corporate Marketing 514 939-5001 ext. 3031 vdesroches@astral.com

Is there a vertical version of the business unit logo?

















The Astral brand in business to consumer communication

6.1 Fully-owned property consumer advertising:

Main principles

Standard applications

Small applications

Narrow horizontal applications

Very narrow vertical applications

Out of home

Large applications

Fully-owned property online advertising

Television commercials

Fully-owned property press release

Fully-owned property promotional items

6.2 Co-owned property advertising to consumers:

Co-ownership logo lockup

Branding principles

Standard size applications

Small applications

Narrow horizontal applications

Very narrow vertical applications

Online advertising of co-owned properties

Press release

6.3 Astral corporate consumer advertising

Our master brand strategy presents Astral as the source of the property brands that consumers know and love.

By applying Astral branding to all property brand consumer communications, we seize a tremendous opportunity to establish Astral as THE source of entertainment content in consumers' minds.

Consumer communications are intended to attract and retain viewers and listeners. To that end, the property brand(s) is most prominently treated in these communications.

Branding consumer communications, whether they be in the Astral corporate voice or from our property brands, establishes Astral as the owner and provider of an expansive offering of entertainment content that delights time and again.

6.1 Fully-owned property consumer advertising: Main principles

The purpose of these communications is to attract and retain viewers and listeners. So, it follows that the property brand(s) is most prominently treated in the creative.

Print

In print the Astral logo is always displayed with a line explaining its endorsement relationship with the fully-owned property brand. This relationship line is 'part of the Astral family': it conveys the richness of the Astral offering in a human manner. Where two or more properties appear within the same ad, the relationship line lockup "membres de la famille" is pluralized in French.

Note: For production house recruitment advertising, the Astral brand does not need to be included.

Up-close out of home

For eye-level out of home such as bus shelter, zooms, and elevator wraps the same branding guidelines apply as in print.

'Long distance' out of home

'Long distance' OOH creative is exempt from Astral branding in respect of best practices for this media where utter simplicity is key to success.

Radio

In compliance with exemplary practices for this medium, where sonic simplicity is the key to success, the relationship line lockup need not be mentioned.

Online advertising

Small format online advertising should use the compact logo due to small size, but should not include 'part of the Astral family.'

Television

The Astral logo with stamp will appear in the lower right-hand corner of television ads for television channels belonging wholly to Astral. The logo must appear at the end of the advertisement either alongside or following the property logo. It is not necessary to include the lockup "part of the Astral family".



1. Astral logo with lockup

The Astral Master logo appears with the relationship line and should appear on the bottom right corner of the page. See following pages for placement and sizing details.

2. Property logo

The Astral logo should never be larger than that of the property advertised.

6.1 Fully-owned property consumer advertising: Standard applications

For most standard size applications 10% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Attention should be paid to the relationship copy line that appears with the Astral master brand logo. If this sizing rule/application size yields a logo that causes the relationship line to be too small, the logo should be increased in size.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

The Astral logo should never be larger than that of the property advertised.

Examples of material

Single page magazine Posters

Position Bottom right corner

Minimum size 10% of page width

Minimum clearance 2x bottom 2x right

Required position and minimum page edge clearance



6.1 Fully-owned property consumer advertising: Small applications

Small size applications require the logo to be slightly larger than standard size applications. For most common vertical small size applications, 15% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Attention should be paid to the relationship copy line that appears with the Astral master brand logo. If this sizing rule/application size yields a logo that causes the relationship line to be too small, the logo should be increased in size.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

The Astral logo should never be larger than that of the property advertised.

On small size applications, ensure the logo does not appear below the minimum size outlined in Section 2.6 (17mm). If 15% of your page width gives you a logo size that is smaller than minimum please increase the logo size accordingly.

Examples of material

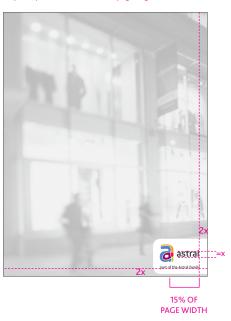
Quarter page vertical ads Small newspaper ads

Minimum size 15% of page width

Minimum clearance 2x right

2x bottom

Required position and minimum page edge clearance



6.1 Fully-owned property consumer advertising: Narrow horizontal applications

The 10% rule for standard size applications is also applicable to narrow horizontal applications. The only thing that is adjusted is the minimal page edge clearance. Positioning is the same regardless of whether the protective stamp is used or not.

Attention should be paid to the relationship copy line that appears with the master brand logo. If this sizing rule/application size yields a logo that causes the relationship line to be too small, the logo should be increased in size.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

The Astral logo should never be larger than that of the property advertised.

Use of the compact logo is recommended for this application.

Position Bottom right corner

Minimum size 10% of page width

Minimum clearance 2x right 2x bottom

Required position and minimum page edge clearance



10% OF PAGE WIDTH

6.1 Astral property advertising targeting consumers: Very narrow vertical applications

The 10% rule for standard-sized applications will often make the logo too small in unconventional applications that are very narrow. As a compromise, we propose 25% of the width of the page as the starting point to determine the dimensions of the logo. The positioning of the logo is the same, regardless of whether or not a stamp must be used.

The free space around the logo is the minimum recommended, and must be adapted, depending on the page margins, live areas and frames.

The Astral logo should never be larger than that of the property advertised.

Position Bottom right corner

Minimum size 25% of page width

Minimum clearance 2x right 2x bottom

Required position and minimum page edge clearance



25% OF PAGE WIDTH

6.1 Fully-owned property consumer advertising: Out of home

'Long distance' OOH creative is exempt from Astral branding aligned with best practices for this media where utter simplicity is key to success.

For 'up-close' applications, where our creative is displayed on TSAs, bus shelters, or street columns, and where the intended audience should have the time and proximity to read and understand informative text, the Astral logo together with 'part of the Astral family' relationship line is displayed

For street column, megacolumn and bus shelter advertising, it is essential that the stamp be used every time.

See the standards for large applications on page 76.

'Long distance' outdoor billboard illustrating exemption from Astral branding



Eye-level billboard illustrating display of the Astral brand, including the Astral logo and the relationship line lockup "part of the Astral family".



6.1 Fully-owned property consumer advertising: Large applications

For large applications, 10% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Attention should be paid to the relationship copy line that appears with the master brand logo. If this sizing rule/application size yields a logo that causes the relationship line to be too small, the logo should be increased in size.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

The Astral logo should never be larger than that of the property advertised.

Examples of material

Street column, megacolumn and bus shelter advertisement

Position Bottom right corner

Minimum size 10 % of Page width

Minimum clearance 2x right

2x bottom





10% OF PAGE WIDTH

6.1 Fully-owned property: Online advertising

The master brand logo has a special compact version for use in small formats in print and screen material. Due to the small size and constricted space of online advertising the compact logos are preferred over the standard master brand logo.

It is not necessary to include the lockup "part of the Astral family".

The Astral logo should never be larger than that of the property advertised.

Use of the compact logo is recommended for this application.

Exemples de publicités

728x90px Leaderboard 300x250px Big Box ad

Position Bottom right corner

Minimum size 50px wide
Minimum clearance 2x right
2x bottom



2x
300x250px BIG BOX

6.1 Television commercials

The Astral logo with stamp will appear in the lower right-hand corner of television ads for television channels belonging wholly to Astral. The logo must appear at the end of the advertisement either alongside or following the property logo for a minimum of 2 to 3 seconds.

Exceptions: Historia, Séries+, TELETOON and TÉLÉTOON, TELETOON Retro and TÉLÉTOON Rétro, Viewer's Choice, HBO and OnDemand networks.

It is not necessary to add the lockup "part of the Astral family" or to say "part of the Astral family" in the V.O.

Always use the colour logo with the stamp.

The following are good approximations of the size of the Astral logo for on-air. Using these dimensions, refer to page 51, section 5.1 for application of the stamp:

- SD: 40 pixels tall x 30 pixels wide (in a 720 x 486 frame)
- HD: 80 pixels tall x 60 pixels wide (in a 1,920 x 1,080 frame)



Refer to section 1.3 for information on the approval process.

6.1 Fully owned property press release

The look and feel and content of a property release is determined by the property brand identity. Fully-owned property brand press releases are endorsed by the Astral logo containing the relationship line 'part of the Astral family'.

The components of a fully owned property press release are:

- Property Brand logo and customized background image
- Street address Verdana Regular, 80% black, 7pt
- Telephone and fax Verdana Regular, 80% black, 7pt
- Property URL Verdana Regular, 80% black, 7pt
- Title Verdana Regular, 80% black, 14pt
- City, Date body copy news content
- Astral boiler plate copy
- -30-
- Media Contact information (Name, phone, email)
- · Astral logo version with relationship line 'part of the Astral family'

When there are multiple fully owned properties to be referenced in the press release, all relevant property brand logos should be included, as well as additional boiler plate copy.

Press releases issued by media properties within the Astral family must end with one of the three Astral boilerplate options: please consult page 67 of the guide for integration details.

In any case where you need further quidance or clarification

Contact Hugues Mousseau, Manager, Internal and Corporate Communications, email hmousseau@astral.com or at 514 939-5001 eyt 3240



General Astral Boiler Plate Copy

Astral Media Inc. (TSX: ACM.A ACM.B) is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life from coast-to-coast by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

6.1 Fully-owned property promotional items

The only promotional item that requires the master brand logo is the promotional vehicle. No other promotional items require Astral endorsement. If you would like to add Astral branding to other materials, be sure to respect the rules outlined in this document. But we'd be happy to hear of any new design ideas you might have!

Fully-owned property promotional vehicle

The full colour logo should only appear on a white background. Any background or image other than white requires the use the all white version of the logo. As a general rule, whenever the logo is on a background that has more than 10% black tone in it, the all white version of the logo should be used. Given the reduced size of the logo, it is not necessary to include the "part of the Astral family" lockup.

For vehicle application, there is no size guideline as size depends on the type of vehicle and promotional artwork. However, the logo should not be used at a size any smaller than 10" in width. In any case, we suggest you send your visual/markup for approval to Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or 514 939-5001 ext. 3031.

Fully-owned property promotional item

The full colour logo should only appear on a white background. Any background or image other than white requires the use the all white version of the logo. As a general rule, whenever the logo is on a background that has more than 10% black tone in it, the all white version of the logo should be used. In any case, we suggest you send your visual/markup for approval to Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or 514 939-5001 ext. 3031.

Astral identification on microphones

Microphones with multi-sided placards offer an opportunity to prominently display the Astral brand identity in association with a content generating property. Display the Astral master brand logo alone on the placard face, as large as possible, to maximize visibility. No business unit versions or tagline copy shall be included.

Is there a vertical version of the Astral logo?

Compact version of the Astral logo exist and can be used on certain promotional items. For access to this logo, blease contact Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or 514 939-5001 ext. 3031.







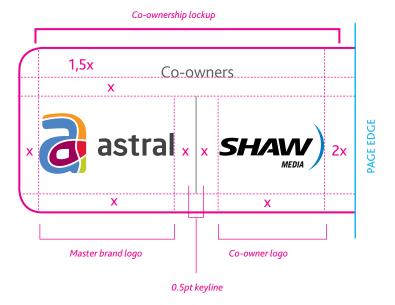
Example of microphone showing master brand logo and property logo

6.2 Co-owned property advertising to consumers: Co-ownership logo lockup

The Astral logo can be shown with any co-owner's logos separated by a 0.5pt keyline in 70% black and titled with 'Co-owners'. Space around the lockup and between logos and the keyline should be based off the x-height of the Astral wordmark (see Section 2.6 for more information).

The example shown is meant to provide guidance on creating such a solution. Attention should be paid to the relationship in size between the Astral logo and any co-owner logos. Considering, not only scale, but also strength of symbols, colours and type will help create a co-ownership lockup that is visually equal and easy to work with.

Positioning and sizing of the co-ownership lockup is the same as the Astral logo on fully owned property advertising (see section 6.1). **The minimum size rule of the Astral logo (17mm) should be followed.**



6.2 Co-owned property advertising to consumers: Branding principles

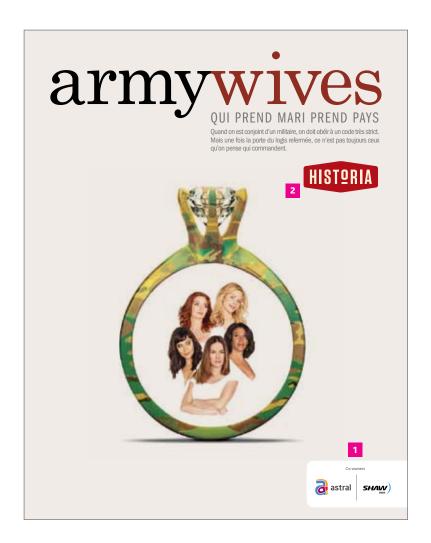
On advertising for co-owned properties, the logos of both owners are introduced with the following relationship line: 'Co-owners'.

The logos of Astral and the co-owner are presented side by side, separated by a fine rule. The Astral logo comes first.

Apart from the specificity of the co-branding logos, the principles of consumer advertising for co-owned property are the same as those specified for fully-owned properties (see respective design guidelines in Section 6.1 for print, online, out of home, and press release executions).

For illustration purposes, a print advertising example is provided here.

- 1. Master brand logo with co-owner logo
- 2. Co-owned property logo



6.2 Co-owned property advertising to consumers: Standard size applications

For most standard size applications 35% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

Examples of material

Single page magazine Posters

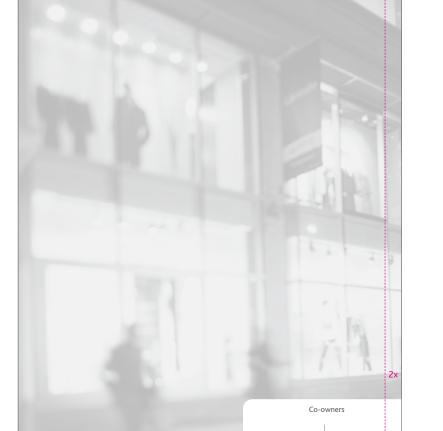
Position Bottom right corner

Minimum size Astral co-owners logo corresponding to 35%

of the width of the page

Minimum clearance 2x bottom

2x right



2x

35% OF PAGE WIDTH

Required position and minimum page edge clearance

6.2 Co-owned property consumer advertising: Small applications

For most small applications 35% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

On small size applications, ensure the logo does not appear below the minimum size outlined in Section 2.6 (17mm). If 35% of your page width gives you a logo size that is smaller than minimum please increase the logo size accordingly.

Attention should be paid to the title copy line that appears with the Astral co-owner lockup. If this sizing rule/application size yields a logo that causes the relationship line to be too small, the logo should be increased in size.

Clearance shown around the logo is the recommended minimum and should be adjusted accordingly when page margins, live areas or frames require it.

Examples of material

Quarter page vertical ads Small newspaper ads

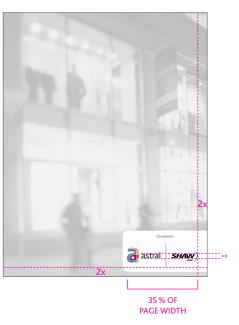
Minimum size Astral co-owners logo corresponding to 35%

of the width of the page

Minimum clearance 2x bottom

2x right

Required position and minimum page edge clearance



6.2 Astral property advertising targeting consumers: Narrow horizontal applications

For most narrow horizontal applications 35% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

The free space around the logo is the minimum recommended, and must be adapted, depending on the page margins, live areas and frames.

Use of the compact logo is recommended for this application.

Examples of material

Third of page Banners

Position Bottom right corner

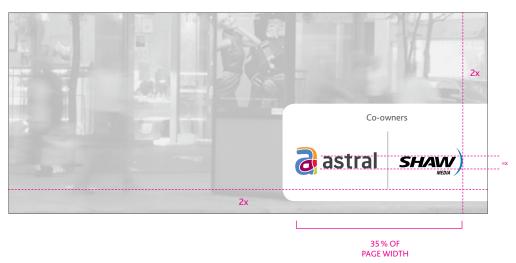
Minimum size Astral co-owners logo

corresponding to 35% of the width of the page

Minimum clearance 2x bottom

2x right

Required position and minimum page edge clearance



6.2 Astral property advertising targeting consumers: Very narrow vertical applications

For most very narrow vertical applications 35% of the page width is used as a starting point for determining logo size. Positioning is the same regardless of whether the protective stamp is used or not.

The free space around the logo is the minimum recommended, and must be adapted, depending on the page margins, live areas and frames.

Position	Bottom right corner
Minimum size	Astral co-owners logo corresponding to 35% of the width of the page
Minimum clearance	2x bottom

2x right





6.2 Astral property advertising targeting consumers: Online advertising of co-owned properties

A compact version of the Astral logo exists that can be used in small-format print or onscreen communications. Due to the reduced dimensions and limited space of online ads, compact versions of the logos are preferable.

In addition, the "co-owners" mention is not required for Web applications.

Use of the compact logo is recommended for this application.

Examples of material

728x90px Leaderboard 300x250px Big Box ad

Position Bottom right corner

Minimum size Astral co-owners logo corresponding

to 110px wide

Minimum clearance 2x right

2x bottom





6.2 Co-owned property press release

The look and feel and content of a co-owned property release is determined by the property brand identity. Co-owned property brand press releases are endorsed by the Astral and co-owner logos containing the relationship line 'Co-owners'.

The components of a co-owned property press release are:

- Property Brand logo and customized background image
- Street address Verdana Regular, 80% black, 7pt Telephone and fax Verdana Regular, 80% black, 7pt Verdana Regular, 80% black, 7pt Property URL Verdana Regular, 80% black, 14pt Title
- City, Date body copy news content
- Property boiler plate copy, including reference to co-ownership (ie. property name + 'part of the Astral family') by Astral and partner company
- Media Contact information (Name, phone, email)
- · Astral logo version with partner logo and relationship line 'Co-owners'



COMMUNIOUÉ DE PRESSE

TITRE DU COMMUNIQUÉ

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In any case where you need further quidance or clarification

6.3 Astral corporate consumer advertising

Astral corporate advertising follows the same rules as business to business communications. Here is an example of how the principles apply for cultural advertising.

1. Astral master brand logo

The master brand logo should appear on the bottom right corner of the page. See following pages for placement and sizing details.

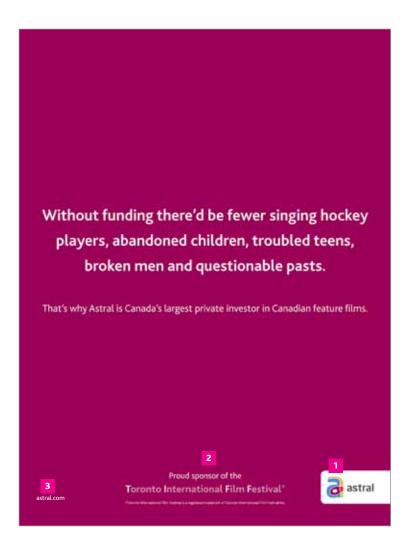
2. Sponsorship copy line

The sponsorship copy line should be part of the ad, in the corporate font (Bliss 2). This text should be no smaller than 14pt. The size of the text can be increased depending on the ad size as well as the background image.

3. URL

The astral.com URL should be placed separate from the logo on the opposite corner (bottom left) and must always be aligned with the bottom of the "a" symbol. The URL should appear in the brand typeface Bliss 2 and be legible. The font of the URL must be one quarter of the height of the "a" symbol, depending on the application. The same rule applies to the compact logo.

Depending on the design, the URL may also form part of the text.



Appendix: Comparative table of logos to be used for different applications

APPENDIX: COMPARATIVE TABLE OF LOGOS TO BE USED FOR DIFFERENT APPLICATIONS

It is recommended that the different Astral logos be used in compliance with the table below:

	Standard logo	Compact logo
	a astral	a stral
Business unit B2B communications		
Standard-sized applications	X	
Applications with reduced dimensions	X	
Narrow horizontal applications		Х
Very narrow vertical applications	X	
Online advertising		Х
B2B corporate advertising		
Standard-sized applications	X	
Applications with reduced dimensions	X	
Narrow horizontal applications		Х
Very narrow vertical applications	X	
Compact online advertising		X
Astral property advertising targeting consumers		
Standard-sized applications	X	
Applications with reduced dimensions	X	
Narrow horizontal applications		Χ
Very narrow vertical applications	X	
Large applications	X	
Online advertising of co-owned properties		Х
Astral coproperty advertising targeting consumers		
Standard-sized applications	X	
Applications with reduced dimensions	X	
Narrow horizontal applications		Χ
Very narrow vertical applications	X	
Online advertising of co-owned properties		Χ
Partnerships and sponsorships		Χ



Whew! You made it. We would like to take this opportunity to remind you that each and every one of us is responsible for the strength of the Astral brand. We encourage you to have fun and to demonstrate your creativity through your communication pieces. To this end, be sure to contact us to confirm your approach. If you have any questions, please contact Véronique Desroches – Senior Advisor, Brand Management and Corporate Marketing at vdesroches@astral.com or 514 939-5001 ext. 3031.



Do not forget to have your communication and promotional pieces approved. Refer to section 1.3 for the approval process.